# Chassis shortage on the horizon?

*Downtime at Big 3 plants causes concern among officials*

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

The van conversion market has been strengthening, leading a Chevrolet official to express concern that if a traditional spring upturn develops, there may be some chassis shortages.

Separately, Ford is preparing to announce changes to its consignment pool program.

Typically, van manufacturers produce extra chassis in January to prepare for the spring market.

But General Motors had five weeks of downtime last month, including three at Scarborough, Ontario, and two at Lordstown, Ohio. Ford was down two weeks at Lorain, Ohio, and Dodge was down two weeks at Windsor, Ontario.

Industrywide, the days' supply of full-sized vans is still high; but the numbers are based partly on 10-day sales reports and can change rapidly.

As of Jan. 20, Chevrolet had a 145-day supply of full-sized vans; Dodge, a 139-day supply; and Ford, an 87-day supply. A 60-day supply is considered normal.

Inventories of raw van chassis in converters' hands and finished units at dealerships have been dropping steadily and are considerably below last year, according to auto company officials.

James Greene, Chevrolet assistant RV sales manager, said, "The reports I get from our major upfitters say their business has picked up considerably in the last two weeks. Their dealer inventory is well under control.

"Given we have a spring market, there could be a real chassis shortage in March."

Greene recently spent a week in Elkhart, Ind., helping converters plan for spring.

Converters have, so far, been largely engaged in a pricing war that appears to be taking the biggest toll on medium-sized companies.

Meanwhile, Ford anticipates some increased business as a result of signing new converters, Jerome Mittman, Ford Division RV sales manager, said.

Ford signed Seven-O-Seven Industries of Elkhart as the first of five new accounts it plans to add to its consignment pool during the next few weeks.

Ford also plans to announce changes and revisions to its consignment pool program within days, Mittman added.

The changes will be phased in gradually over two to three years so all Ford converters have a chance to adjust to them and continue their operations without disruption.

The company plans a long-term change in its distribution system, with the goal of having all its van conversions sold through Ford dealerships. The goal is to improve the end-quality of the product and customer satisfaction, Mittman said.

"It's a phase-in strategy, rather than an abrupt change. We're not going to put people out of business. We'll be working with customers, dealers, pool and non-pool converters to bring about a gradual change," he said.

As part of the plan, Ford will add consignment pool accounts.

The company has seen improvements in the marketplace recently "from most segments, including the van conversion and fleet business," Mittman said.

"If the trend continues, it will support continued production without any downtime," he added.

"Inventories at dealerships have been declining. If there is any upturn in the market, it should produce significant demand for van production. The next 30 days should tell us" how spring market demand will shake out.

**Recreational Vehicle Wholesale Deliveries**

| | Nov. 1989 | Nov. 1988 | % change | 11 mos. 1989 | 11 mos. 1988 | % change |
|---|---|---|---|---|---|---|
| Travel trailers | 2,800 | 2,700 | + 3.7 | 51,000 | 55,300 | - 7.8 |
| Park Trailers | 500 | 600 | -16.7 | 7,000 | 6,600 | + 6.1 |
| Travel trailers—fifth wheel | 1,900 | 1,900 | - 0.0 | 27,300 | 29,200 | - 6.5 |
| Folding camping trailers | 2,500 | 3,100 | -19.4 | 30,300 | 38,600 | -21.5 |
| Truck campers | 500 | 600 | -16.7 | 9,400 | 10,400 | - 9.6 |
| Towable RV total | 8,200 | 8,900 | - 7.9 | 125,000 | 140,100 | -10.8 |
| Conventional (type A) | 2,500 | 3,200 | -21.9 | 33,200 | 38,900 | -14.7 |
| Van Campers (type B) | 300 | 400 | -25.0 | 4,600 | 4,800 | - 4.2 |
| Chopped vans (all) | 1,100 | 1,700 | -35.3 | 19,900 | 24,500 | -18.8 |
| Motor home total | 3,900 | 5,300 | -26.4 | 57,700 | 68,200 | -15.4 |
| Van conversions | 15,200 | 18,100 | -16.0 | 185,700 | 187,200 | - 0.8 |
| TOTAL ALL RVs | 27,300 | 32,300 | -15.5 | 368,400 | 395,500 | - 6.9 |

Source: Recreation Vehicle Industry Association

**Zimmer to display new design at NADA**

**Zimmer Motor Vans of Boca Raton, Fla., created this front clip design for its GMC and Chevrolet full-sized conversions that it will display at the National Automobile Dealers Association convention later this week. The company has become closely affiliated with Winston Cup racing. It builds a Dale Earnhardt signature series Blazer under license and soon will begin selling a Richard Petty model.**

## RV BRIEFS

### Van conversions at NADA

The van conversion industry, projected to end 1989 virtually on a par with its record-breaking 1988 shipment figures, will be well represented at the National Automobile Dealers Association convention later this week.

The Recreation Vehicle Industry Association will have a booth at the show stocked with the latest materials for dealers. A complete guide to van conversions is also being delivered to dealers' hotel rooms on Saturday as a wrap-around for the *Las Vegas Review-Journal*.

The guide lists RVIA van converter member companies, including contacts, addresses and phone numbers.

RVIA is also offering the "Family Guide to Van Conversions" as a marketing tool. The four-page guide originally appeared in *USA Today*. It was reprinted in bulk without advertisements and dates for long-term promotional use.

Free introductory supplies of 150 reprints may be ordered at the booth by dealers, converters and their advertising agencies.

Information about the association's van safety program is also available at the booth.

David J. Humphreys, RVIA president, will address van sales opportunities in interviews with Visitors Television Network during the show. Visitors Television is a video production group providing daily show coverage through a closed circuit television system in area hotels.

### NVCA sets show dates

The National Van Conversion Association of Greenfield, Ind., has scheduled its 6th annual Supplier Showcase show for April 11 and 12 in downtown South Bend, Ind.

The two-day industrial event will feature exhibits from 140 suppliers of products for van conversions, pickup trucks and RVs.

The event was expanded last year to accommodate additional exhibitors. It drew purchasers from 35 states, Canada and the Caribbean, according to an association spokesperson.

This year's show will provide extra space for suppliers of vehicle ground effects equipment and accessories for pickups.

### Holiday Rambler realigns

WAKARUSA, Ind. — Holiday Rambler Corp., a wholly owned subsidiary of Harley-Davidson Inc., restructured its RV division so a number of its key officials report directly to H. Wayne Dahl, president of Holiday Rambler.

Donald J. Walter, president of the Recreational Vehicle Division, resigned in late 1989, paving the way for the realignment in the reporting procedure which went into effect in mid-January.

Recreational Vehicle Division executives now reporting directly to Dahl include: Fred E. Emmert, vice president of sales, marketing and distribution; Anthony J.J. Dibiagio, vice president of manufacturing operations; James V. Stover, vice president of production definition; Michael R. Myers vice president/controller; Richard E. Bond, vice president, general counsel and secretary; and Hugh J. Ogren, vice president of human resources.

Dahl felt the change would improve the company's response time to customer needs, and also its quality and price competitiveness.

# Glaval's new van combines luxury, utility

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Glaval Inc. is seeking to expand the traditional van conversion segment with a new vehicle that doubles as a luxury van and utility hauler.

The Half Back model, scheduled to be formally introduced at the National Automobile Dealers Association Convention in Las Vegas this week, has a luxury upfitted front-passenger area that seats five people, and a partioned, enclosed rear area for cargo-carrying.

The cargo area of the Half Back is a self-contained unit, separated from the passenger area by a middle divider wall with an access window and privacy curtain. When the window is closed, the cargo area is sealed and virtually soundproof. It is also equipped with a second rear heater and air conditioning unit.

With a 135-cubic-foot utility compartment, the rear is big enough to carry garden tractors, snow blowers, lawn mowers, chain saws or 16 sheets of 4x8-foot plywood, according to William T. Becker, Glaval's vice president of marketing, advertising and consumer relations.

Becker believes that the van will also attract people who spend a lot of time on the road and have specialized hauling needs, such as dog and horse breeders, exhibitors, antique collectors, photographers and outdoor enthusiasts.

**Glaval's Half Back conversion combines luxury and utility.**

Glaval is offering the new conversion in six trim packages on the full-sized Chevrolet, Ford and GMC van chassis. It will be available on the full-sized Dodge chassis March 1.

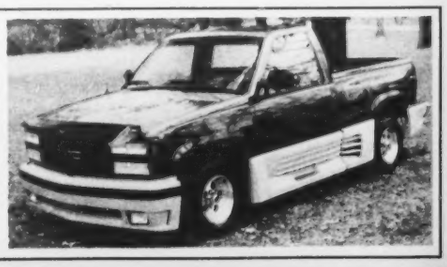
Standard equipment includes color television, videocassette player, separate rear stereo with headphones, solid oak consoles and trim, and Italian leather on the seating surfaces.

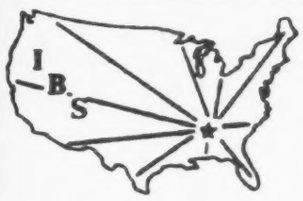
Glaval has sold about 55 Half Backs with the regular roof design. It recently introduced a raised-roof model for better placement of the rear overhead television and more interior stand-up room.

The Charleston trim Half Back built on a Chevrolet/GMC chassis with a 350 V-8 or a Ford chassis with a 351 V-8 has a suggested retail price of $23,700, with room for discounts to consumers, he said.

**Aero pickup**

**GST Industries of Madison, Wis., uses a full aero package to create Aerosportster models from GM half-ton, short-bed pickups.**



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# Nissan tops Mexico's '89 sales

By Stephen Downer
STAFF CORRESPONDENT

MEXICO CITY — Nissan Mexicana S.A. de C.V captured the Mexican vehicle sales crown for the third straight year in 1989, even though its market share dipped 3.3 percentage points.

But each of the five Mexican automakers had something to boast about. Nissan and Chrysler Mexico S.A. held on to their respective No. 1 and No. 2 slots, respectively, while increasing sales and losing market share. But Ford Motor Co. S.A. de C.V., Volkswagen de Mexico S.A. de C.V. and General Motors de Mexico S.A. de C.V. each increased sales by more than a third, significantly narrowing the gap in the country's sales standings.

Total Mexican sales jumped 26 percent last year as the country enjoyed another year of reasonably stable prices. Government wage and price controls, which are due to expire this summer, have reduced the annual inflation rate from about 200 percent several years ago to about 20 percent.

Nissan finished the year with 21.9 percent of the total vehicle market. Chrysler saw its share fall to 20.6 percent from 23.4 percent the year before, according to preliminary industry figures.

Ford's share rose to 19.8 percent, from 18.3 percent; VW to 19.4 percent from 17.5 percent; and GM to 16.4 percent from 14.2 percent. Altogether, 426,507 vehicles were retailed, compared with 339,132 in 1988. Of those, 268,547 were passenger cars and 157,960 trucks, buses and other commercial vehicles.

**MEXICAN CAR SALES**

| | Cars | | Trucks | | Total | |
|---|---|---|---|---|---|---|
| | 1989 | 1988 | 1989 | 1988 | 1989 | 1988 |
| Nissan | 69,751 | 61,497 | 25,429 | 25,157 | 95,180 | 86,654 |
| Chrysler | 54,055 | 48,945 | 35,561 | 31,599 | 89,616 | 80,544 |
| Ford | 46,846 | 32,886 | 39,218 | 30,017 | 86,064 | 62,903 |
| Volkswagen | 75,620 | 53,485 | 8,882 | 6,812 | 84,502 | 60,297 |
| General Motors | 22,275 | 15,172 | 48,870 | 33,562 | 71,145 | 48,734 |
| TOTAL | 268,547 | 211,985 | 157,960 | 127,147 | 426,507 | 339,132 |

VW passed Nissan to capture the No. 1 spot in the passenger-car segment. A 41.4 percent increase hiked its market share to 29.2 percent.

Nissan was second-best with a 25 percent share, following a 13.4 percent sales increase. It was followed by Chrysler, whose 10.4 percent increase gave it a 20.1 percent share of the market.

Ford's car share climbed to 17.4 percent, on the strength of a 42.4 percent sales increase.

GM used a 46.7 percent increase to boost its market share to 8.3 percent.

GM was the top commercial vehicle retailer for the third year running. A 45.6 percent increase in sales gave the company a 29.4 percent market share. It was followed by Ford at 23.6 percent; Chrysler, 21.4 percent; Nissan, 15.3 percent; and VW, 5.3 percent.

Mexico's top-selling vehicles in calendar 1989 were the 4-door model of Nissan's Tsuru 2 sedan. With 48,195 sales, it claimed a 17.6 percent share of the passenger-car market. It was followed by the VW Beetle, 32,545; Ford Topaz, 27,550; and Chrysler Shadow, 17,106.

Industry projections for 1990 sales vary from VW's 494,500 to Ford's 410,000. Chrysler, GM and Nissan all believe that at least 450,000 vehicles will be sold.

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# Ex-Nissan worker resubmits complaint

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

SMYRNA, Tenn. — A former Nissan Motor Manufacturing Corp. U.S.A. employee has resubmitted an unfair labor practices complaint to the National Labor Relations Board.

Former worker Buddy Shonting, an outspoken supporter of unionization during last summer's failed UAW election at Nissan's Smyrna plant, has charged for the second time that he was fired in retaliation for his union activities.

The charges, which have been denied by the company, were withdrawn from consideration last year for lack of evidence, according to Shonting. He said he has since obtained sufficient evidence, but he declined to elaborate.

Federal law requires grievances to be filed within six months of the alleged incident. For Shonting, who is now employed by the UAW as a union organizer, the deadline is Feb. 6.

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# Beiber urges unions to unite

BARCELONA, Spain — UAW President Owen Bieber urged union leaders around the world to stand together to fight what he termed increasing "anti-union aggressiveness" on the part of employers.

"In the long run, there is only one answer to the international power of corporations, and that is the international power of unions," he told a meeting of the International Metalworkers Federation during the World Auto Congress convention.

Bieber said major challenges facing unions include global overcapacity and the effect of trade imbalances caused by the internationalization of the world auto industry.

He praised European government officials for being more protective of their workers than U.S. officials, but he warned that there have been instances in Europe where governmental action also has hurt the union movement.


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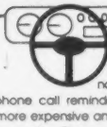

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PENNY PRESS

# 1989

FROM PAGE 1

Inc., American Honda Motor Co. Inc. and Nissan Motor Corp. in U.S.A. Those gains came despite decreases in truck sales at Toyota and Nissan. Honda sells no trucks.

Ford Motor's sales underlined a trend that was repeated throughout the industry, from European importers to the Big 3 and even to such import sellers as Honda's Acura Division, where the new Integra was up and the older Legend was down. The trend: New cars sell better than old.

Ford's new Thunderbird and Probe and the redesigned Lincoln Town Car picked up both market share and sales volume even though overall car sales in the United States dropped 6.83 percent. But older cars such as the Escort, Tempo, Mustang and even the popular four-year-old Taurus slipped in 1989.

Analyst Keller, a managing director with the New York investment firm of Furman Selz Mager Dietz & Birney, said newer cars traditionally sell better because "the new car tends to get a lot more advertising focus, and there's always the 'I want to be first on the block.' The fleet market also tends toward new cars."

But Keller said, "What was extraordinary in a more cosmic sense was that in the 1980s, General Motors had more new cars than everybody else . . . and its share collapsed."

In 1989, GM's new "old" cars sold best. The Buick Riviera and Cadillac DeVille and Fleetwood models were redesigned and lengthened for 1989 to be reminiscent of their counterparts of the past. Meanwhile, the all-new GM10 mid-sized models sold poorly, requiring hefty cash rebates.

While the Japanese conquered big U.S. territory in car sales, a 25 percent tariff on imported 2-door trucks, combined with a continuing slide in Japanese trucks, helped the Big 3 avoid a rout on total vehicle sales. By nameplate, the combined car and truck shares of U.S. makers dropped only from 74.18 percent in calendar 1988 to 73.48 percent in 1989.

Japanese truck sales dropped 11.55 percent to 620,192 last year, while Big 3 light-truck sales dropped just 2.71 percent to 4,055,321. Major Japanese manufacturers are bringing 4-door sport-utilities to market to avoid the truck tax on 2-door models.

On the car side, the Japanese transplants gave Japanese-built autos startlingly high U.S. penetration. When U.S.-badged imports and transplant-built cars are added to Japanese-badged cars, Japanese penetration of the U.S. car market crashed through the 30 percent barrier for the first time, to 30.76 percent. The overall car-share gain in a single year was 3.67 points.

But trucks slowed the Japanese onslaught. Japanese truck sales are on "a continuing long-term slide," Keller said. Since dealers with Japanese franchises no longer have to sell low-margin trucks in order to receive scarce cars, the dealers no longer push Japanese pickups, she said.

While Ford's combined car and truck share edged up to 24.61 percent in 1989 from 24.26 percent in 1988, GM and Chrysler Motors each dropped about a half point.

*Automotive News Staff Reporters Laura Clark, Mary Connelly, Jim Henry, Michelle Krebs and Jesse Snyder contributed to this report.*

## U.S. CAR AND LIGHT TRUCK SALES, 1989 vs. 1988

| Company | Car Sales 1989 | Car Sales 1988 | Truck Sales 1989 | Truck Sales 1988 | Car & truck totals 1989 | Car & truck totals 1988 | Pct. share of total Car & Truck Market 1989 | Pct. share of total Car & Truck Market 1988 | Change Share (points) | Change Sales (percent) | Change Sales (units) |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Alfa Romeo | 2,912 | 4,476 | — | — | 2,912 | 4,476 | 0.02% | 0.03% | – 0.01 | –34.94% | ( 1,564) |
| BMW | 64,881 | 73,359 | — | — | 64,881 | 73,359 | 0.45 | 0.47 | – 0.03 | –11.56 | ( 8,478) |
| Buick | 542,917 | 581,424 | — | — | 542,917 | 581,424 | 3.73 | 3.76 | – 0.03 | – 6.62 | ( 38,507) |
| Cadillac | 266,899 | 266,548 | — | — | 266,899 | 266,548 | 1.83 | 1.72 | 0.11 | 0.13 | 351 |
| Chevrolet | 1,348,430 | 1,479,616 | 1,309,837 | 1,336,407 | 2,658,267 | 2,816,023 | 18.27 | 18.21 | 0.06 | – 5.60 | (157,756) |
| Chrysler | 196,125 | 279,127 | 1,812 | — | 197,937 | 279,127 | 1.36 | 1.81 | – 0.44 | –29.09 | ( 81,190) |
| Daihatsu | 15,118 | 11,460 | 295 | — | 15,413 | 11,460 | 0.11 | 0.07 | 0.03 | 34.49 | 3,953 |
| Dodge | 447,688 | 508,308 | 548,429 | 571,036 | 996,117 | 1,079,344 | 6.85 | 6.98 | – 0.13 | – 7.71 | ( 83,227) |
| Eagle | 69,719 | 65,997 | — | — | 69,719 | 65,997 | 0.48 | 0.43 | 0.05 | 5.64 | 3,722 |
| Ford | 1,502,878 | 1,596,671 | 1,401,994 | 1,462,087 | 2,904,872 | 3,058,758 | 19.97 | 19.78 | 0.19 | – 5.03 | (153,886) |
| GMC | — | — | 353,788 | 352,999 | 353,788 | 352,999 | 2.43 | 2.28 | 0.15 | 0.22 | 789 |
| Honda | 783,102 | 768,985 | — | — | 783,102 | 768,985 | 5.38 | 4.97 | 0.41 | 1.84 | 14,117 |
| Hyundai | 183,261 | 264,282 | — | — | 183,261 | 264,282 | 1.26 | 1.71 | – 0.45 | –30.66 | ( 81,021) |
| Isuzu | 16,296 | 24,520 | 103,373 | 90,405 | 119,669 | 114,925 | 0.82 | 0.74 | 0.08 | 4.13 | 4,744 |
| Jaguar | 18,967 | 20,727 | — | — | 18,967 | 20,727 | 0.13 | 0.13 | 0.00 | – 8.49 | ( 1,760) |
| Jeep | — | — | 249,170 | 253,454 | 249,170 | 253,454 | 1.71 | 1.64 | 0.07 | – 1.69 | ( 4,284) |
| Lincoln | 200,315 | 191,624 | — | — | 200,315 | 191,624 | 1.38 | 1.24 | 0.14 | 4.54 | 8,691 |
| Maserati | 280 | 733 | — | — | 280 | 733 | 0.00 | 0.00 | 0.00 | –61.80 | ( 453) |
| Mazda | 263,378 | 256,050 | 78,539 | 93,287 | 341,917 | 349,337 | 2.35 | 2.26 | 0.09 | – 2.12 | ( 7,420) |
| Mercedes | 75,714 | 83,627 | — | — | 75,714 | 83,627 | 0.52 | 0.54 | – 0.02 | – 9.46 | ( 7,913) |
| Mercury | 474,673 | 501,469 | — | — | 474,673 | 501,469 | 3.26 | 3.24 | 0.02 | – 5.34 | ( 26,796) |
| Mitsubishi | 111,769 | 69,975 | 38,707 | 43,516 | 150,476 | 113,491 | 1.03 | 0.73 | 0.30 | 32.59 | 36,985 |
| Nissan | 510,004 | 472,870 | 153,412 | 169,591 | 663,416 | 642,461 | 4.56 | 4.15 | 0.41 | 3.26 | 20,955 |
| Oldsmobile | 600,037 | 715,270 | 2,122 | — | 602,159 | 715,270 | 4.14 | 4.63 | – 0.49 | –15.81 | (113,111) |
| Peugeot | 6,054 | 6,712 | — | — | 6,054 | 6,712 | 0.04 | 0.04 | 0.00 | – 9.80 | ( 658) |
| Plymouth | 306,161 | 337,862 | 184,943 | 192,273 | 491,104 | 530,135 | 3.38 | 3.43 | – 0.05 | – 7.36 | ( 39,031) |
| Pontiac | 678,968 | 779,156 | 3,226 | | 682,194 | 779,156 | 4.69 | 5.04 | – 0.35 | –12.44 | ( 96,962) |
| Porsche | 9,476 | 15,732 | — | — | 9,476 | 15,732 | 0.07 | 0.10 | – 0.04 | –39.77 | ( 6,256) |
| Range Rover | — | — | 4,822 | 3,427 | 4,822 | 3,427 | 0.03 | 0.02 | 0.01 | 40.71 | 1,395 |
| Saab | 31,576 | 38,490 | — | — | 31,576 | 38,490 | 0.22 | 0.25 | – 0.03 | –17.96 | ( 6,914) |
| Sterling | 5,907 | 8,901 | — | — | 5,907 | 8,901 | 0.04 | 0.06 | – 0.02 | –33.64 | ( 2,994) |
| Subaru | 136,112 | 155,946 | — | 10 | 136,112 | 155,956 | 0.94 | 1.01 | – 0.07 | –12.72 | ( 19,844) |
| Suzuki | 6,009 | 524 | 24,172 | 57,327 | 30,181 | 57,851 | 0.21 | 0.37 | – 0.17 | –47.83 | ( 27,670) |
| Toyota | 723,659 | 688,883 | 221,694 | 247,077 | 945,353 | 935,960 | 6.50 | 6.05 | 0.45 | 1.00 | 9,393 |
| Volvo | 102,620 | 98,497 | — | — | 102,620 | 98,497 | 0.71 | 0.64 | 0.07 | 4.19 | 4,123 |
| VW | 154,933 | 191,741 | — | — | 154,933 | 191,741 | 1.06 | 1.24 | – 0.17 | –19.20 | ( 36,808) |
| Yugo | 10,576 | 31,545 | — | — | 10,576 | 31,545 | 0.07 | 0.20 | – 0.13 | –66.47 | ( 20,969) |
| Total Chrysler | 1,019,693 | 1,191,294 | 984,354 | 1,016,763 | 2,004,047 | 2,208,057 | 13.78 | 14.28 | – 0.50 | – 9.24 | (204,010) |
| Total Ford | 2,177,866 | 2,289,764 | 1,401,994 | 1,462,087 | 3,579,860 | 3,751,851 | 24.61 | 24.26 | 0.35 | – 4.58 | (171,991) |
| Total GM | 3,437,251 | 3,822,014 | 1,668,973 | 1,689,406 | 5,106,224 | 5,511,420 | 35.10 | 35.64 | – 0.54 | – 7.35 | (405,196) |
| Total US | 6,634,810 | 7,303,072 | 4,055,321 | 4,168,256 | 10,690,131 | 11,471,328 | 73.48 | 74.18 | – 0.70 | – 6.81 | (781,197) |
| Total Europe | 483,896 | 574,540 | 4,822 | 3,427 | 488,718 | 577,967 | 3.36 | 3.74 | – 0.38 | –15.44 | ( 89,249) |
| Total Japan | 2,565,447 | 2,449,213 | 620,192 | 701,213 | 3,185,639 | 3,150,426 | 21.90 | 20.37 | – 1.53 | 1.12 | 35,213 |
| Total Asia | 2,748,708 | 2,713,495 | 620,192 | 701,213 | 3,368,900 | 3,414,708 | 23.16 | 22.08 | 1.08 | – 1.34 | ( 45,808) |
| TOTAL | 9,867,414 | 10,591,107 | 4,680,335 | 4,872,896 | 14,547,749 | 15,464,003 | — | — | — | – 5.93 | (916,254) |

# GENERAL MOTORS: *'Year of the General' depends on product*

**By Michelle Krebs**
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — General Motors Chairman Roger B. Smith has touted 1990 as the "Year of the General," as he predicts the automaker will recoup a point of car and truck market share this year.

Smith and other GM executives believe a host of new products will add share. Among those products are the all-purpose vans, 4-door sport-utilities, GM10 sedans, redesigned Chevrolet Caprice and additions to the Chevrolet Geo line.

GM executives have predicted increased share before, including for 1989. But GM continued to lose market share last year.

GM's share of the total U.S. car and light-truck market slipped just over a half of a percentage point to 35.10 percent in calendar 1989 from 35.64 percent in 1988.

GM captured 34.83 percent of the 1989 car market, down 1.26 points from 1988.

GM sold 5,106,224 cars and light trucks in 1989, down 7.35 percent from 1988. Total industry sales were off about 6.0 percent.

Two GM marketing arms — Cadillac and GMC — managed to squeak out market-share gains. Buick and Chevrolet held about steady. But Pontiac and Oldsmobile lost share.

GM was hardest hit as its new line of mid-sized cars, known as the GM10 cars, have yet to fill the gap in GM's middle.

GM gained in areas where it returned to its heritage. Cadillac and Buick luxury cars that were redesigned in the fashion of their pre-1980s counterparts did well in 1989.

Buick basically held steady at 5.50 percent of the car market, compared to 5.49 percent in 1988. The division's 1989 sales totaled 542,917 cars, off 6.6 percent from 1988.

Buick remains far off its high point of the decade when it owned 9.23 percent of the car market in 1983.

For 1990, Buick General Manager Edward Mertz predicts it will capture 6 percent of the car market with the mid-year introductions of the Regal sedan and the Reatta convertible.

**GM executives have predicted increased share before, including for 1989. But GM continued to lose market share last year.**

Buick's success stories in 1989 were the LeSabre, Riviera and Reatta.

LeSabre sales were buoyed by being named the highest-quality car built in America by J.D. Power and Associates, a market research firm in Agoura Hills, Calif. Sales of the luxury Riviera, lengthened and redesigned to look more like the Rivieras of the past, more than doubled in 1989.

Cadillac closed the calendar year with 2.7 percent of the car market, up from 2.5 percent in 1988. Its sales increased slightly to 266,899 in 1989.

Cadillac's gains came from higher sales of the DeVille and Fleetwood, redesigned and lengthed in 1989 to appeal to buyers of past Cadillacs. Even sales of Cadillac's flagship Allante, which in raw numbers do little to boost Cadillac's sales total, picked up steam.

Cadillac General Manager John Grettenberger said the division expects to gain market share and sales volume in 1990. He predicted Cadillac will hold volume to 267,000 units while industry sales drop.

Ford Division beat Chevrolet in both car and truck sales 1990 for the third consecutive year. The gap between Chevrolet and Ford car sales widened between 1988 and 1989. But Chevrolet closed the gap in trucks.

Chevrolet's car market share slipped to 13.67 percent from 13.97 percent the year earlier. Its truck share dipped nearly a half a point to 28.33 percent. Sales of nearly every car model in Chevrolet's line dropped.

Sales of the consolidated Geo line totaled 212,426 in 1989, off 1.4 percent from Chevrolet's pre-Geo imported and joint-venture cars in 1988. But Geo sales appear to be off to a stronger start in the 1990 model year, probably because of a new advertising campaign and boosted ad spending.

Oldsmobile's 1989 sales and share sank to their lowest levels of the decade. The division ended the year with 6.08 percent of the car market, down from 6.75 percent in 1988.

Oldsmobile's high point for car market share during the decade was in 1983 when it captured 11.0 percent. From 1983 to 1986, Oldsmobile had four consecutive years of more than 1 million annual sales.

Oldsmobile suffered a sales drop of more than 10 percent for every model in 1989.

Oldsmobile General Manager J. Michael Losh, who took over the division last June 1, said the division's substantial sales drop during the 1980s can be traced to three factors, each of which accounts for about a third of the drop.

- Oldsmobile, the contemporary family division of GM, lost sales to the vehicles more contemporary families opted for in the 1980s — minivans and sport-utilities.
- Oldsmobile lost its bread and butter market of the mid-sized family cars to Ford Motor Co.'s Taurus and Sable.
- Another third of the sales drop went to imports, primarily the Honda Accord.

Losh predicts Oldsmobile's market share will edge upward for 1990, though he won't speculate how much. The redesigned Toronado as well as two trucks, the Bravada and Silhouette, should boost Oldsmobile sales, he said.

Pontiac, GM's turnaround darling of the 1980s, saw sales drop and market share dip nearly a half a point in 1990. Its car share slipped to 6.88 percent from 1988's 7.36 percent — the division's high point for market share during the decade. Pontiac sales fell 12.86 percent to 678,968.

Still, Pontiac was the only GM division to end the 1980s with a bigger share of the car market than it had at the start of the decade.

The sales drop — and increases at Honda and Toyota — bumped the division from the third spot in 1988 car sales to fifth in 1989 after **Ford, Chevrolet, Honda and Toyota.**

# Chrysler extends guarantee; GM has new round of rebates

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Chrysler Motors, General Motors and Mitsubishi Motor Sales of America Inc. extended or enhanced their incentive programs last week while other manufacturers allowed programs to expire.

In a commercial during the CBS Super Bowl pre-game television show, Chrysler Corp. Chairman Lee Iacocca announced that the carmaker was extending its guaranteed rebate program through Feb. 28 and adding more cars and pickup trucks.

Announced last December, the program guarantees that if customer incentives on eligible 1990 vehicles purchased or leased increase from Feb. 1 through Sept. 30, Chrysler will pay the difference to the buyer.

Chrysler added these 1990 vehicles to the guaranteed program: $2,000 on Dodge Ramcharger; $1,500 on Dodge Monaco ES and full-sized Ram Van conversion models with a specific level of van conversion package; $1,000 on Plymouth Horizon, Dodge Omni, Chrysler LeBaron sedan, Dodge Monaco LE, Dakota S, 2-wheel-drive and 4-wheel-drive diesel pickup, full-sized Ram Van and Ram Wagon, Comanche and Grand Wagoneer; and $500 on Wrangler.

Guaranteed rebates on the Dodge Caravan, Plymouth Voyager and Chrysler Town & Country minivans expired Jan. 31. Other guarantees are unchanged.

Chrysler added 1990 import models to a non-guaranteed rebate program: $1,000 on Dodge and Plymouth Colt GL and GT and Eagle Summit; and $750 on Dodge and Plymouth Colt base models, wagons and Vistas, $750.

Pontiac is paying customers $1,000 on all 1989-90 models except LeMans and Sunbird models, which carry $750 rebates.

In an effort to clear the way for the 1991 Firebird, Pontiac dealers are being paid $300 to $500 on each 1990 Firebird they sell. Also, Pontiac dealers earn $500 on sales of 1989 and 1990 Grand Prix.

Chevrolet is offering retail incentives on the following 1989-90 cars: Lumina, $1,000; Geo Storm, $800; Corsica/Beretta, $750; Caprice, $700; and Cavalier and Camaro, $500.

The following Chevrolet dealer incentives are in effect: 1988 Nova, $500; 1988-89 Spectrum, $500; 1989-90 Metro (except XFI) and 1990 Prizm, $1,000; 1989-90 Tracker, $1,000; and 1990 Celebrity, $500.

Buick is offering $500 to $1,250 in customer rebates on 1990 Skylark, Century, Regal and LeSabre depending on the option package purchased and $500 to $1,000 on 1990 Electra/Park Avenue, except Ultra, also depending on the option package.

Buick announced a new dealer incentive program. Payments on 1989 models are: Reatta, $2,000; Regal, $1,500; Century, $1,150; and Riviera, LeSabre, Electra, full-sized wagon, Skyhawk and Skylark, $750.

Dealer incentives on 1990 Buicks are: Reatta, $2,000; Riviera, $1,500; and Electra Park Avenue and Estate Wagon, $1,000.

Oldsmobile extended its current incentive program which pays dealers $500 to $2,500 on most car lines and customer rebates of $1,500 on 1989 Cutlass Supremes and $1,000 on 1990 Cutlass Supremes.

In lieu of cash rebates, Buick, Pontiac, Oldsmobile and Chevrolet customers may choose a finance rate of 6.9 percent on 24-, 36- and 48-month-contracts or 10.9 percent on 60-month contracts. Customer and dealer incentives for those GM divisions expire May 2.

Cadillac is offering current Cadillac owners and holders of special certificates a $1,500 rebate on all 1989 and 1990 Cadillacs except Allante. Alternative financing of 5.9 percent for 24 months, 6.9 percent for 36 months or 7.9 percent for 48 months is available.

Cadillac is paying its dealers a $1,000 bonus on sales of all 1990 Cadillacs except Allante. The Cadillac programs expire March 31.

Mitsubishi announced new dealer incentives that are scheduled to expire March 31: $1,000 on all 1989-90 pickup trucks, Montero and Galant; and $500 on 1989-90 Mirage.

Nissan dropped the dealer incentive on the 1988 Pulsar NX and extended its $1,000 dealer incentive on the 1989 Pulsar NX until March 2. The $1,000 dealer incentive on the 1990 Axxess and the $1,500 dealer cash on the 1989 Pathfinder have been extended until May 2. Nissan added the 1989 and 1990 Stanza to the program and is paying dealers $500 to $1,000 on each depending on the number sold.

Nissan is offering customers $1,000 on 1988-90 standard Sentras and $1,200 on 1988-90 Hardbody base 4x2 models. On other Sentras, dealers earn $1,000 on 1990 models and $1,250 on 1989 models. Other dealer rebates are $1,200 on the 1990 Hardbody 4x2 and 4x4 non-base models and $1,500 on the 1988-89 Hardbody 4x2 and 4x4 non-base models. The programs expire May 2.

## INCENTIVE WATCH

### CUSTOMER INCENTIVES

| | Rebates | Finance Rates (Pct.) — Months — 24 | 36 | 48 | 60 | Expiration Date |
|---|---|---|---|---|---|---|
| Chrysler Motors (1988-89 models) | | | | | | |
| Chrysler | $500-$1,000 | 6.9 | 7.9 | 9.9 | 9.9 | None |
| Dodge cars | $500-$1,000 | 6.9 | 7.9 | 9.9 | 9.9 | None |
| Dodge trucks | $500-$2,500 | 6.9 | 7.9 | 9.9 | 9.9 | None |
| Eagle | $750-$1,200 | 6.9 | 7.9 | 9.9 | 9.9 | None |
| Jeep | $500-$1,000 | 6.9 | 7.9 | 9.9 | 9.9 | None |
| Plymouth | $500-$1,000 | 6.9 | 7.9 | 9.9 | 9.9 | None |
| **Chrysler Motors (1990 models)** | | | | | | |
| **Chrysler** | **$500-$1,000** | **6.9** | **7.9** | **9.9** | **9.9** | **None** |
| **Dodge cars** | **$300-$1,000** | **6.9** | **7.9** | **9.9** | **9.9** | **None** |
| **Dodge trucks** | **$500-$2,000** | **6.9** | **7.9** | **9.9** | **9.9** | **None** |
| **Eagle** | **$500-$2,000** | **6.9** | **7.9** | **9.9** | **9.9** | **None** |
| **Jeep** | **$500-$1,000** | **6.9** | **7.9** | **9.9** | **9.9** | **None** |
| **Plymouth** | **$300-$1,000** | **6.9** | **7.9** | **9.9** | **9.9** | **None** |
| **Chrysler Motors (1990 models, guaranteed rebates*)** | | | | | | |
| **Chrysler** | **$1,000** | **6.9** | **7.9** | **9.9** | **9.9** | **Feb. 28** |
| **Dodge** | **$1,000-$1,500** | **6.9** | **7.9** | **9.9** | **9.9** | **Feb. 28** |
| **Dodge Trucks** | **$1,000 - $2,000** | **6.9** | **7.9** | **9.9** | **9.9** | **Feb. 28** |
| **Eagle** | **$1,000-$2,000** | **6.9** | **7.9** | **9.9** | **9.9** | **Feb. 28** |
| **Jeep** | **$1,000** | **6.9** | **7.9** | **9.9** | **9.9** | **Feb. 28** |
| **Plymouth** | **$1,000** | **6.9** | **7.9** | **9.9** | **9.9** | **Feb. 28** |
| *—Buyer will receive any increase in rebate through Sept. 30, 1990. | | | | | | |
| Ford Motor Co. (1989 models) | | | | | | |
| Ford cars | $750-$1,000 | 6.9 | 8.9 | 9.9 | 10.9 | Feb. 5 |
| Ford trucks | $500-$1,250 | 6.9 | 8.9 | 9.9 | 10.9 | Feb. 5 |
| Mercury | $1,000-$1,500 | 6.9 | 8.9 | 9.9 | 10.9 | Feb. 5 |
| Merkur | $3,000-$4,000 | | | | | Feb. 5 |
| **Ford Motor Co. (1990 models)** | | | | | | |
| **Ford cars** | **$750-$1,000** | **6.9** | **8.9** | **9.9** | **10.9** | **Feb. 5** |
| **Ford trucks** | **$500-$1,250** | **6.9** | **8.9** | **9.9** | **10.9** | **Feb. 5** |
| **Continental, Mark VII** | **$1,500** | | | | | **Mar. 31** |
| **Mercury Topaz, Cougar, Sable** | **$750-$1,000** | **6.9** | **8.9** | **9.9** | **10.9** | **Feb. 5** |
| Finance incentives on Aerostar, Taurus, Taurus SHO and Sable are 4.8; 4.8; 4.8; and 10.9. | | | | | | |
| General Motors (1989 models) | | | | | | |
| Chevrolet cars | $500-$1,000 | 6.9 | 6.9 | 6.9 | 10.9 | May 2 |
| Cadillac | $1,500* | 5.9 | 6.9 | 7.9 | | Mar. 31 |
| Cutlass Supreme | $1,500 | 6.9 | 6.9 | 6.9 | 10.9 | May 2 |
| Pontiac | $750-$1,000 | 6.9 | 6.9 | 6.9 | 10.9 | May 2 |
| *—Cadillac owners and certificate holders only. | | | | | | |
| **General Motors (1990 models)** | | | | | | |
| **Buick** | **$500-$1,250*** | **6.9** | **6.9** | **6.9** | **10.9** | **May 2** |
| **Chevrolet cars** | **$500-$1,000** | **6.9** | **6.9** | **6.9** | **10.9** | **May 2** |
| **Cutlass Supreme** | **$1,000** | **6.9** | **6.9** | **6.9** | **10.9** | **May 2** |
| **Pontiac** | **$750-$1,000** | **6.9** | **6.9** | **6.9** | **10.9** | **May 2** |
| *—Based on option package selected | | | | | | |
| **Hyundai Excel (1989, 1990)** | **$500-$1,000** | | | | | **Mar. 5** |
| **Mazda (1990 models)** | | | | | | |
| **626** | **$750** | | | | | **April 11** |
| **MX-6** | **$1,000** | | | | | **Feb. 11** |
| **Trucks** | **$750-$1,000** | | | | | **April 3** |
| Sterling (1989 models) | $5,000 | | | | | Mar. 31 |
| Subaru (1989 models) | | | | | | |
| Justy | $500-$1,000 | | | | | Feb. 22 |
| XT, XT6 | $1,000-$3,000* | | | | | Feb. 22 |
| *—Rebates go to the customer in some regions and to the dealer in other regions. | | | | | | |
| Suzuki (1989 models) | | | | | | |
| Swift | $500-$2,000 | | | | | Mar. 31 |
| Samurai | $1,000 | | | | | Mar. 31 |
| Sidekick | $500-$3,000 | | | | | Mar. 31 |

## INCENTIVE WATCH

### DEALER INCENTIVES

| | Rebate | Expiration Date |
|---|---|---|
| Chrysler (1989 models) | | |
| TC by Maserati | $6,000 | None |
| Ford Motor Co. (1989 models) | | |
| Taurus SHO | $500 | Feb. 5 |
| Ford Ranger | $250-$750, quota | Feb. 5 |
| Bronco II | $250 | Feb. 5 |
| **Ford Motor Co. (1990 models)** | | |
| **Taurus SHO** | **$500** | **Feb. 5** |
| **Ford Ranger, Bronco II** | **$250** | **Feb. 5** |
| General Motors (1989 models) | | |
| Buick | $750-$2,000 | May 2 |
| Chevrolet Nova, Spectrum (1988) | $500 | May 2 |
| Geo, Celebrity | $500 | May 2 |
| Geo Tracker | $1,000 | May 2 |
| Oldsmobile | $500-$2,500 | May 2 |
| Pontiac Grand Prix | $500 | May 2 |
| **General Motors (1990 models)** | | |
| **Buick Park Avenue, Estate Wagon, Riviera, Reatta** | **$1,000-$2,000** | **May 2** |
| **Cadillac** | **$1,000** | **Mar. 31** |
| **Chevrolet Geo, Celebrity** | **$500-$1,000** | **May 2** |
| **Geo Tracker** | **$1,000** | **May 2** |
| **Oldsmobile** | **$500-$1,000, quota** | **May 2** |
| **Pontiac Firebird** | **$300-$500** | **May 2** |
| **Grand Prix** | **$500** | **May 2** |
| Hyundai Excel (1989) | $500 | Mar. 5 |
| Isuzu (1989 models) | | |
| Impulse, I-Mark | $300 | Mar. 31 |
| Trooper | $500-$1,500, quota | Mar. 31 |
| Pickup | $500-$700 | Mar. 31 |
| **Isuzu (1990 models)** | | |
| **Trooper** | **$500-$1,500, quota** | **Mar. 31** |
| **Pickup** | **$500-$700, quota** | **Mar. 31** |
| **Mitsubishi (1989-90 models)** | | |
| **Cars** | **$500-$1,000** | **Mar. 31** |
| **Trucks** | **$1,000** | **Mar. 31** |
| Nissan (1988-89 models) | | |
| Pathfinder | $500 | Mar. 2 |
| **Nissan (1988-90 models)** | | |
| **Sentra, pickups** | **Up to $1,000*** | **Mar. 2** |
| **1990 Axxess** | **$1,000** | **Mar. 2** |
| *—Payment varies by regions. | | |
| **Peugeot (1989-90 models)** | **$1,000-$2,000** | **None** |
| Subaru (1989 models) | | |
| Justy ECVT | $200 | Feb. 22 |
| XT, XT6 | $1,000-$3,000* | Feb. 22 |
| *—Rebates go to the customer in some regions and to the dealer in other regions. | | |
| **Suzuki (1990 models)** | | |
| **Swift** | **$400** | **Mar. 31** |
| **Sidekick** | **$700-$1,500** | **Mar. 31** |
| Volkswagen (1989 models) | | |
| Cars | $600-$2,500 | None |
| Vanagon | $3,000-$4,000 | None |

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# Plants idle; truck output drops 36%

By Karen Detkowski
SPECIAL CORRESPONDENT

With many van and pickup lines idled, U.S. truck production fell 36 percent last week. Estimated January production of 243,585 was off 36.11 percent from last year's record January total.

Truck production totaled 69,203 units last week, 12.44 percent below the previous week and 27.48 percent below the year-ago week.

Last week's car output was estimated at 109,504 units, 6.97 percent below the previous week's build and 29.44 percent below the year-ago week.

Companies split last week's estimated production as follows: General Motors, 44.46 percent; Ford Motor Co., 21.20 percent; Chrysler Motors, 10.87 percent; Honda of America Manufacturing Inc., 7.97 percent; Toyota Motor Manufacturing U.S.A. Inc., 3.96 percent; New United Motor Manufacturing Inc., 3.74 percent; Mazda Motor Manufacturing (U.S.A.) Corp., 2.56 percent; Diamond-Star Motors Corp., 2.56 percent; Nissan Motor Manufacturing Corp. U.S.A., 2.17 percent; and Subaru-Isuzu Automotive Inc., 0.51 percent.

U.S. light-truck and/or van plants idle last week were Chrysler's Dodge City plant in Warren, Mich., and the Toledo, Ohio, Grand Wagoneer line; Ford's Kansas City, Mo., plant and Kentucky truck plant in Louisville; and GM's Lordstown, Ohio; Baltimore; and Pontiac (Mich.) East plants.

GM expects to resume output today at its Linden, N.J., and Oklahoma City car plants.

The plants were shut down to keep inventory in line with slow sales.

GM announced downtime this week for its Arlington, Texas, and Lakewood, Ga., plants. Both are expected to resume output Feb. 12.

GM's Fairfax plant in Kansas City, Kan., will begin one-shift operation this week and next. First and second shifts will be rotated each week.

Chrysler Motors discontinued production of its Dodge Omni and Plymouth Horizon last week at the Jefferson Avenue plant in Detroit.

# Canadian cars post big gain

Canadian auto production was targeted at 24,800 units last week, 34.69 percent above the prior week and 18.04 percent above the year-ago week.

Truckmakers scheduled output of 16,394 units last week, down 0.95 percent from the previous week and down 23.35 percent from the year-ago week.

GM's Scarborough, Ontario, plant is expected to resume production of full-sized vans today. Also, GM reported that the Scarborough and St. Therese, Quebec, plants will be idled April 2 for one week.

Chrysler's Bramalea, Ontario, plant extended downtime until March 5. Chrysler's Brampton, Ontario, plant is expected to resume Jeep Wrangler output today.

| U.S. CAR | Week Ended Feb. 3, 1990 | Week Ended Feb. 4, 1989 | Week Ended Jan. 27, 1990 | Jan. Est. | Jan. 1 to Feb. 3, 1990 | Jan. 1 to Feb. 4, 1989 |
|---|---|---|---|---|---|---|
| Horizon | 1,200 | 0 | 1,301 | 3,935 | 4,415 | 0 |
| Sundance | 0 | 2,390 | 0 | 3,446 | 3,446 | 12,669 |
| Acclaim | 1,800 | 2,015 | 1,975 | 4,471 | 5,191 | 6,938 |
| Total Plymouth | 3,000 | 4,405 | 3,276 | 11,852 | 13,052 | 19,607 |
| LeBaron A | 900 | 0 | 79 | 619 | 979 | 0 |
| LeBaron J | 0 | 2,288 | 0 | 0 | 0 | 11,559 |
| LeBaron GTS | 0 | 367 | 0 | 0 | 0 | 1,193 |
| N. Yorker C-Class | 600 | 2,883 | 432 | 1,255 | 1,495 | 12,250 |
| Fifth Avenue | 500 | 0 | 627 | 1,495 | 1,695 | 0 |
| Imperial | 500 | 0 | 512 | 1,260 | 1,460 | 0 |
| Total Chrysler | 2,500 | 5,538 | 1,650 | 4,629 | 5,629 | 25,002 |
| Omni | 1,100 | 0 | 1,104 | 3,698 | 4,138 | 0 |
| Daytona | 0 | 2,284 | 0 | 0 | 0 | 11,626 |
| Shadow | 0 | 2,604 | 0 | 3,950 | 3,950 | 12,190 |
| Dynasty | 2,800 | 3,552 | 2,708 | 6,765 | 7,885 | 16,024 |
| Lancer | 0 | 181 | 0 | 0 | 0 | 940 |
| Spirit | 2,500 | 2,178 | 2,495 | 6,422 | 7,422 | 7,163 |
| Total Dodge | 6,400 | 10,799 | 6,307 | 20,835 | 23,395 | 47,943 |
| CHRYSLER MOTORS | 11,900 | 20,742 | 11,233 | 37,316 | 42,076 | 92,552 |
| Escort | 0 | 7,980 | 3,006 | 8,105 | 8,105 | 42,166 |
| Mustang | 3,635 | 4,485 | 3,688 | 8,842 | 10,296 | 20,534 |
| Tempo | 3,267 | 3,292 | 3,188 | 7,766 | 9,073 | 18,389 |
| Taurus | 9,227 | 7,985 | 9,260 | 29,801 | 33,492 | 40,313 |
| Thunderbird | 0 | 4,505 | 3,832 | 6,856 | 6,856 | 18,207 |
| Total Ford Div. | 16,129 | 28,247 | 22,974 | 61,370 | 67,822 | 139,609 |
| Topaz | 1,133 | 1,273 | 1,186 | 2,768 | 3,221 | 6,882 |
| Cougar | 0 | 2,996 | 1,628 | 2,947 | 2,947 | 14,165 |
| Sable | 1,068 | 2,536 | 1,228 | 4,704 | 5,131 | 13,970 |
| Total Mercury | 2,201 | 6,805 | 4,042 | 10,419 | 11,299 | 35,017 |
| Continental | 1,083 | 1,556 | 1,250 | 4,292 | 4,725 | 7,702 |
| Mark VII | 540 | 774 | 620 | 2,123 | 2,339 | 3,834 |
| Town Car | 3,261 | 2,340 | 3,751 | 12,869 | 14,173 | 11,553 |
| Total Lincoln | 4,884 | 4,670 | 5,621 | 19,283 | 21,237 | 23,089 |
| Total L-M Div. | 7,085 | 11,475 | 9,663 | 29,702 | 32,536 | 58,106 |
| FORD MOTOR CO. | 23,214 | 39,722 | 32,637 | 91,072 | 100,358 | 197,715 |
| Skyhawk | 0 | 262 | 0 | 0 | 0 | 2,070 |
| Skylark/Somerset | 1,725 | 1,304 | 1,754 | 4,058 | 4,748 | 3,060 |
| Century | 0 | 3,249 | 1,908 | 3,434 | 3,434 | 16,170 |
| Riviera | 586 | 604 | 501 | 1,159 | 1,393 | 2,719 |
| Electra | 2,138 | 2,005 | 2,018 | 6,950 | 7,805 | 8,809 |
| LeSabre (fwd) | 2,449 | 1,526 | 3,705 | 7,898 | 8,878 | 2,074 |
| LeSabre (rwd) | 0 | 209 | 0 | 360 | 360 | 994 |
| Reatta | 191 | 0 | 196 | 640 | 716 | 766 |
| Total Buick | 7,089 | 9,159 | 10,082 | 24,498 | 27,334 | 36,662 |
| Eldorado | 449 | 721 | 429 | 1,028 | 1,208 | 3,192 |
| Seville | 631 | 516 | 552 | 1,317 | 1,569 | 2,394 |
| Brougham (rwd) | 1,105 | 957 | 1,030 | 2,440 | 2,882 | 5,307 |
| DeVille (fwd) | 3,835 | 4,740 | 3,274 | 7,822 | 9,356 | 18,979 |
| Allante | 53 | 75 | 75 | 302 | 323 | 330 |
| Total Cadillac | 6,073 | 7,009 | 5,360 | 12,909 | 15,338 | 30,202 |
| Cavalier | 6,324 | 8,855 | 5,222 | 12,403 | 14,933 | 42,728 |
| Camaro | 0 | 2,546 | 0 | 0 | 0 | 11,901 |
| Celebrity | 0 | 3,697 | 0 | 0 | 0 | 21,334 |
| Corsica/Beretta | 4,000 | 9,138 | 7,664 | 14,462 | 16,062 | 42,942 |
| Caprice | 1,653 | 3,281 | 1,623 | 7,458 | 8,119 | 16,778 |
| Corvette | 560 | 523 | 560 | 896 | 1,120 | 2,370 |
| Total Chevrolet | 12,537 | 28,040 | 15,069 | 35,219 | 40,234 | 138,053 |
| Calais | 1,875 | 2,316 | 1,874 | 4,393 | 5,143 | 5,273 |
| Cutlass Ciera | 0 | 1,672 | 2,481 | 4,260 | 4,260 | 8,020 |
| Cutlass Supreme | 3,605 | 3,516 | 0 | 2,163 | 3,605 | 14,304 |
| Toronado | 622 | 328 | 478 | 1,174 | 1,423 | 1,365 |
| 88 (fwd) | 1,228 | 4,042 | 2,256 | 6,472 | 6,963 | 16,826 |
| 88 (rwd) | 145 | 154 | 106 | 295 | 353 | 1,051 |
| 98 | 1,445 | 2,254 | 1,149 | 2,823 | 3,401 | 9,479 |
| Total Oldsmobile | 8,920 | 14,282 | 8,344 | 21,580 | 25,148 | 56,318 |
| Sunbird | 3,676 | 3,000 | 2,177 | 4,693 | 6,163 | 12,029 |
| Grand Am | 4,800 | 4,989 | 4,375 | 7,255 | 9,175 | 23,239 |
| Firebird | 0 | 1,376 | 0 | 0 | 0 | 7,422 |
| Grand Prix | 3,625 | 0 | 0 | 2,175 | 3,625 | 12,001 |
| Pontiac 6000 | 0 | 2,222 | 1,407 | 2,648 | 2,648 | 10,514 |
| Bonneville | 1,954 | 2,012 | 1,581 | 5,228 | 6,010 | 8,603 |
| Safari/Parisienne | 0 | 109 | 0 | 0 | 0 | 524 |
| Total Pontiac | 14,055 | 13,708 | 9,540 | 21,999 | 27,621 | 74,332 |
| GENERAL MOTORS | 48,674 | 72,198 | 48,395 | 116,205 | 135,675 | 335,567 |
| DIAMOND-STAR | 2,806 | 531 | 2,757 | 11,045 | 12,167 | 2,581 |
| HONDA | 8,725 | 8,407 | 8,690 | 37,059 | 40,549 | 37,391 |
| Civic | 2,435 | 2,822 | 2,319 | 12,445 | 13,419 | 12,564 |
| Accord | 6,290 | 5,585 | 6,371 | 24,614 | 27,130 | 24,827 |
| MAZDA† | 2,805 | 5,699 | 2,497 | 14,850 | 15,972 | 23,996 |
| NISSAN | 2,380 | 2,352 | 2,391 | 10,159 | 11,111 | 11,392 |
| NUMMI | 4,100 | 3,603 | 4,223 | 17,141 | 18,781 | 17,271 |
| Corolla | 2,100 | 1,512 | 2,195 | 8,686 | 9,526 | 7,629 |
| Geo Prizm/Nova | 2,000 | 2,091 | 2,028 | 8,455 | 9,255 | 9,642 |
| SUBARU-ISUZU* | 560 | 0 | 560 | 2,576 | 2,800 | 0 |
| TOYOTA | 4,340 | 1,934 | 4,323 | 18,903 | 20,639 | 0 |
| Total Cars, U.S. | 109,504 | 155,188 | 117,706 | 356,326 | 400,128 | 718,465 |
| Total Cars, Canada | 24,800 | 21,009 | 18,413 | 60,376 | 70,296 | 93,191 |
| U.S., Canada Cars | 134,304 | 176,197 | 136,119 | 416,702 | 470,424 | 811,656 |
| U.S., Canada Cars and Trucks | 219,901 | 293,013 | 231,707 | 723,768 | 811,728 | 1,349,573 |

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe
*—Estimated

| CANADIAN CAR | Week Ended Feb. 3, 1990 | Week Ended Feb. 4, 1989 | Week Ended Jan. 27, 1990 | Jan. Est. | Jan. 1 to Feb. 3, 1990 | Jan. 1 to Feb. 4, 1989 |
|---|---|---|---|---|---|---|
| Monaco | 0 | 0 | 0 | 1,894 | 1,894 | 0 |
| Premier | 0 | 1,283 | 0 | 401 | 401 | 5,148 |
| CHRYSLER MOTORS | 0 | 1,283 | 0 | 2,295 | 2,295 | 5,148 |
| Tempo | 3,840 | 3,449 | 3,787 | 9,510 | 11,046 | 19,665 |
| Topaz | 960 | 1,760 | 946 | 2,726 | 3,110 | 6,363 |
| Crown Victoria | 2,930 | 2,790 | 0 | 5,797 | 6,969 | 13,787 |
| Grand Marquis | 1,870 | 2,789 | 0 | 6,545 | 7,293 | 13,544 |
| FORD MOTOR CO. | 9,600 | 10,788 | 4,733 | 24,578 | 28,418 | 53,359 |
| Celebrity | 523 | 204 | 535 | 849 | 1,058 | 973 |
| Cutlass Ciera | 3,037 | 3,766 | 2,838 | 4,660 | 5,875 | 18,811 |
| Lumina | 6,670 | 500 | 5,578 | 9,580 | 12,248 | 795 |
| Regal | 1,330 | 2,630 | 957 | 1,755 | 2,287 | 5,830 |
| GENERAL MOTORS | 11,560 | 7,100 | 9,908 | 16,844 | 21,468 | 26,409 |
| HONDA | 2,100 | 1,658 | 2,217 | 9,801 | 10,641 | 7,430 |
| HYUNDAI* | 310 | 0 | 310 | 1,426 | 1,550 | 0 |
| TOYOTA | 1,050 | 0 | 1,065 | 4,640 | 5,060 | 0 |
| VOLVO | 180 | 180 | 180 | 792 | 864 | 845 |
| Total Cars, Canada | 24,800 | 21,009 | 18,413 | 60,376 | 70,296 | 93,191 |

| U.S. TRUCK | Week Ended Feb. 3, 1990 | Week Ended Feb. 4, 1989 | Week Ended Jan. 27, 1990 | Jan. Est. | Jan. 1 to Feb. 3, 1990 | Jan. 1 to Feb. 4, 1989 |
|---|---|---|---|---|---|---|
| Caravan | 2,500 | 2,374 | 2,699 | 10,393 | 11,393 | 10,970 |
| Dakota | 0 | 2,280 | 0 | 3,209 | 3,209 | 10,362 |
| Caravan C/V | 100 | 223 | 196 | 627 | 667 | 1,005 |
| Ram pickups | 0 | 2,279 | 0 | 3,867 | 3,867 | 10,347 |
| Total Dodge | 2,600 | 7,156 | 2,895 | 18,096 | 19,136 | 32,684 |
| Cherokee | 4,400 | 4,206 | 4,488 | 10,674 | 12,434 | 20,373 |
| Comanche | 200 | 695 | 204 | 466 | 546 | 3,446 |
| Grand Wagoneer | 0 | 350 | 0 | 260 | 260 | 1,615 |
| Wagoneer | 50 | 184 | 79 | 180 | 200 | 981 |
| Total Jeep | 4,650 | 5,435 | 4,771 | 11,580 | 13,440 | 26,415 |
| Voyager | 2,200 | 2,479 | 2,210 | 9,515 | 10,395 | 11,017 |
| Town & Country | 50 | 0 | 79 | 305 | 325 | 0 |
| Total C-P Div. | 2,250 | 2,479 | 2,289 | 9,820 | 10,720 | 11,017 |
| CHRYSLER MOTORS | 9,500 | 15,070 | 9,955 | 39,496 | 43,296 | 70,116 |
| Aerostar | 4,000 | 4,995 | 4,000 | 9,600 | 11,200 | 23,257 |
| Bronco | 1,181 | 2,168 | 1,197 | 3,910 | 4,382 | 9,694 |
| Bronco II | 2,712 | 3,224 | 2,734 | 8,701 | 9,786 | 13,768 |
| Econoline | 0 | 5,190 | 4,197 | 10,733 | 10,733 | 24,688 |
| Mediums/Heavies | 1,043 | 1,325 | 1,010 | 4,727 | 5,144 | 6,279 |
| Light trucks | 9,419 | 12,034 | 9,397 | 32,214 | 35,982 | 55,361 |
| Ranger | 6,080 | 8,733 | 6,144 | 17,794 | 20,226 | 36,105 |
| Total Ford Div. | 24,435 | 37,669 | 28,679 | 87,679 | 97,453 | 169,152 |
| FORD MOTOR CO. | 24,435 | 37,669 | 28,679 | 87,679 | 97,453 | 169,152 |
| Astro | 2,707 | 3,274 | 2,709 | 4,333 | 5,416 | 16,455 |
| Blazer | 432 | 637 | 518 | 777 | 950 | 2,794 |
| Lumina APV | 1,768 | 0 | 1,933 | 6,776 | 7,483 | 0 |
| Mediums/Heavies | 277 | 0 | 325 | 1,310 | 1,421 | 0 |
| P-Model | 639 | 631 | 566 | 1,340 | 1,596 | 2,090 |
| Pickups | 3,708 | 8,949 | 6,922 | 15,629 | 17,112 | 44,578 |
| S-10 | 5,176 | 6,537 | 5,916 | 19,070 | 21,140 | 28,720 |
| S-10 Blazer | 2,682 | 4,484 | 1,712 | 3,364 | 4,437 | 19,001 |
| Sportsvan/Van | 0 | 2,240 | 0 | 0 | 0 | 7,779 |
| Suburban | 1,293 | 1,825 | 1,417 | 2,193 | 2,710 | 7,730 |
| Total Chevrolet | 18,682 | 28,577 | 22,018 | 54,792 | 62,265 | 129,147 |
| Jimmy | 200 | 194 | 148 | 268 | 348 | 836 |
| Mediums/Heavies | 447 | 0 | 319 | 1,311 | 1,490 | 0 |
| P-Model | 61 | 117 | 86 | 154 | 178 | 250 |
| Pickups | 1,329 | 2,667 | 2,797 | 4,935 | 5,467 | 13,987 |
| S-15 | 1,183 | 1,064 | 1,645 | 4,692 | 5,165 | 6,303 |
| S-15 Jimmy | 793 | 561 | 604 | 1,124 | 1,441 | 4,525 |
| Safari | 1,053 | 922 | 878 | 1,510 | 1,931 | 3,975 |
| Suburban | 884 | 661 | 699 | 1,229 | 1,583 | 3,109 |
| Vandura/Rally Vans | 0 | 582 | 0 | 0 | 0 | 2,348 |
| Total GMC | 5,950 | 6,768 | 7,176 | 15,223 | 17,603 | 35,333 |
| Olds Silhouette | 618 | 0 | 791 | 2,660 | 2,907 | 0 |
| Pontiac Trans Sport | 1,313 | 0 | 1,653 | 5,688 | 6,213 | 0 |
| GENERAL MOTORS | 26,563 | 35,345 | 31,638 | 78,363 | 88,988 | 164,480 |
| NAVISTAR | 1,635 | 1,820 | 1,660 | 6,515 | 7,169 | 7,954 |
| NISSAN | 3,060 | 2,773 | 3,095 | 13,086 | 14,310 | 13,470 |
| SUBARU-ISUZU* | 560 | 0 | 560 | 2,576 | 2,800 | 0 |
| AM GENERAL* | 450 | 450 | 450 | 2,070 | 2,250 | 2,160 |
| MISCELLANEOUS* | 3,000 | 2,300 | 3,000 | 13,800 | 15,000 | 11,040 |
| Total Trucks, U.S. | 69,203 | 95,427 | 79,037 | 243,585 | 271,266 | 438,372 |

| CANADIAN TRUCK | Week Ended Feb. 3, 1990 | Week Ended Feb. 4, 1989 | Week Ended Jan. 27, 1990 | Jan. Est. | Jan. 1 to Feb. 3, 1990 | Jan. 1 to Feb. 4, 1989 |
|---|---|---|---|---|---|---|
| Caravan | 3,260 | 3,379 | 3,253 | 14,542 | 15,846 | 15,852 |
| Caravan C/V | 204 | 207 | 215 | 918 | 1,000 | 997 |
| Ram Wagon | 646 | 675 | 586 | 974 | 1,232 | 3,292 |
| Ram Van | 1,484 | 1,755 | 1,544 | 2,434 | 3,028 | 8,328 |
| Total Dodge | 5,594 | 6,016 | 5,598 | 18,868 | 21,106 | 28,469 |
| Voyager | 2,680 | 2,669 | 2,820 | 12,155 | 13,227 | 13,067 |
| Total Plymouth | 2,680 | 2,669 | 2,820 | 12,155 | 13,227 | 13,067 |
| Wrangler | 0 | 1,671 | 0 | 0 | 0 | 5,968 |
| Total Jeep | 0 | 1,671 | 0 | 0 | 0 | 5,968 |
| CHRYSLER MOTORS | 8,274 | 10,356 | 8,418 | 31,023 | 34,333 | 47,504 |
| FORD MTR. (lt. trks.) | 3,040 | 3,459 | 3,056 | 10,123 | 11,339 | 16,877 |
| Light trucks | 3,551 | 3,446 | 3,223 | 14,877 | 16,297 | 16,651 |
| Vans | 0 | 1,408 | 0 | 2 | 2 | 7,124 |
| Total Chevrolet | 3,551 | 4,854 | 3,223 | 14,879 | 16,299 | 23,775 |
| Light trucks | 1,329 | 1,794 | 1,651 | 6,572 | 7,104 | 7,186 |
| Vans | 0 | 654 | 0 | 1 | 1 | 2,900 |
| Total GMC | 1,329 | 2,448 | 1,651 | 6,573 | 7,105 | 10,086 |
| GENERAL MOTORS | 4,880 | 7,302 | 4,874 | 21,452 | 23,404 | 33,861 |
| NAVISTAR | 200 | 272 | 203 | 882 | 962 | 1,303 |
| Total Trks., Canada | 16,394 | 21,389 | 16,551 | 63,480 | 70,038 | 99,545 |
| U.S., Canada Trks. | 85,597 | 116,816 | 95,588 | 307,065 | 341,304 | 537,917 |

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.